



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING MINUTES
Monday, August 25 2020
2 PM via Teams

Present: Derek Milner, Ed Sargent, Gloria David Kalen Ost, Kelly Churchill, Marnie Piehl, Mary Van Sickle, Maxine Herr, Mike Mabin, Paula Redmann, Renae Moch Renae Walker, Trish Helgeson.

I. Meeting Welcome

II. Meeting Wraps

- Agency MABU August 24 Meeting
- Healthcare/Testing Strategy/Contact Tracing
 - Paper Handout – Kalen Ost will talk to the Testing Subcommittee to get more information to compare how the State is conducting their testing events versus how testing events are conducted locally.
- Education Institutions & Activities
 - No education needs at this point.
- Underserved Populations
 - No education needs at this point.
- Business Community
 - The subcommittee is working on information regarding large gatherings, as well as looking at a voluntary badging program. Internal graphics for audiences related to the businesses is also being produced.

III. Action Items from Friday Task Force & Monday Steering Committee Meeting

- COVID-19 Health Consequences Follow Up
 - The State may have campaign ideas the subcommittee/task force can co-op with. However, at this point those ideas are still in the beginning stages.
- Mask Campaign
 - Initial ideas were shared from what had been pulled together prior to the inclusion of Agency MABU with the task force.
- Homepage Links
 - The City of Mandan, Burleigh County and Morton County have added links to their homepages that direct individuals to the task force homepage.

IV. Agency MABU Preliminary Content Presentation

- Overview
 - Mike Mabin presented the unified campaign proposal includes a public media campaign, combined with a grassroots component. A digital toolkit of assets will be created that individuals can use for organizational efforts. The timeline for this campaign will run until December 30, 2020.
- Television Creatives Presentation
 - Ed Sargent presented the television concept based on addressing three personalities or mindsets from three areas of concern raised from testing results in the region. This will focus on the age ranges of 20-29, 30-39 and 50-59.
- Branding Presentation
 - Derek Milnor presented the branding concept based on a concept of 'COVID Stops Here'. The presentation included a variety of applications and treatments of the logo ranging from logo, social media, more traditional forms of advertising methods (posters, billboards, etc.) and clothing treatments. The intent of the campaign is to personalize the message and allow people to choose to, and want to, participate.
- Moving Forward
 - The subcommittee unanimously agreed to move forward with the materials presented and discussed. These items will be brought before the steering committee yet this week, with a goal of potentially bringing the materials in front of the task force during its August 28 meeting.

V. For the Good of the Order

- No items brought forth.

VI. Next Subcommittee Meeting Date/Time

- September 1, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 3:36 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health